

L. Forey & J. Ruff on 12/19/97

Promo # 701497 - Allocated to Herkimet
w/out notification

8 Cs Each (Kg/100/Lt/Lt100)

Salem Pear Tape

CKERDS

To: Rush, Sarah, Campbell, Judy
From: MacWilliams, Lori
Posted: 11/24/97 9:11
Opened: 11/25/97 8:37
Subject: FWRD: ECKERDS -1998 DPC PROGRAM

Please reference the following relative to Eckerd's 1998 DPC. Hopefully, with the Tampa Chain office assuming accountability of handling all orders, this program will be less of an administration effort on our end vs. 1997. Let me know your thoughts/concerns.

Thanks,
Lori

===== <Forwarded Letter> =====

From: Forrey, Linda
To: MACWILL
Subject: ECKERDS -1998 DPC PROGRAM
Posted: 11/23/97 23:07
Priority: Normal Priority

AS INFORMATION, ECKERD DRUGS HAS SIGNED AUTHORIZATION FOR OUR 1998 WINSTON / SALEM / DORAL DPC PROGRAMS (ONE PROMOTION EACH MONTH)

1998 PROMOTIONS WILL BE HANDLED IN THE FOLLOWING MANNER:

SPECIAL VPR OR TEAR TAPE PRODUCT AND DISPLAYS WILL BE SHIPPED TO DIRECT ACCOUNTS. THOSE ACCOUNTS SERVICING STORES DIRECTLY WILL SHIP PACKED PROMOTIONS. THOSE DIRECT ACCOUNTS THAT WILL PACK THE DISPLAYS FOR ECKERDS WAREHOUSES WILL PACK THE DISPLAYS AND SHIP THE PRE-PACKED DISPLAYS TO ECKERDS WAREHOUSES FOR DELIVERY TO STORES BY THE ECKERD WAREHOUSES.

WINSTON AND DORAL PRODUCT WILL BE SHIPPED TO DIRECT ACCOUNTS \$3.00 OFF INVOICE - SALEM PRODUCT WILL BE SHIPPED AT REGULAR PRICE. I WILL HANDLE PAYING ECKERDS CORPORATE FOR THE SALEM \$3.00 PER CARTON, AS WELL AS DISPLAY PAYMENTS (EXCEPTION: UNLESS I HEAR OTHERWISE, AM CINDY SELTZER WILL PAY H. T. HACKNEY, PENSACOLA THE \$3.00 PER CARTON FOR SALEM)

THE RJR MANAGER WILL BE RESPONSIBLE FOR ENSURING PROMOTIONS ARE PACKED PER THE TIME TABLE AND HANDLE VAP PAYMENTS (\$18.00 PER 12 M CASE) TO BE PAID AT DIRECT ACCOUNT LEVEL. RJR MANAGERS SHOULD ALSO ENSURE THAT THE DIRECT ACCOUNT PASSES ALONG THE \$3.00 PER CARTON OFF INVOICE AMOUNT ON WINSTON AND DORAL BRANDS.

NOTE CHANGE FROM 1997: TO ENSURE THAT ALL PRODUCT AND DISPLAYS ARE ORDERED AND SHIPPED TO ACCOUNTS AT THE SAME TIME, THE TAMPA CHAIN OFFICE WILL HANDLE ORDERING PRODUCT AND DISPLAYS RATHER THAN EACH REGION'S PROMOTION COORDINATOR.

RJR MANAGERS: PLEASE ADVISE ME THE METHOD, AND TO WHOM I SHOULD REQUEST P.O.'S (OF IF THE P.O.'S CAN BE OBTAINED FOR ME AND COMMUNICATED TO MY OFFICE PRIOR TO THE TIME TABLE THAT WILL BE SENT TO YOU UNDER SEPARATE COVER). I WILL ALSO BE PROVIDING EACH MANAGER WITH THE NUMBER OF DISPLAYS AND PRODUCT, PER PROMOTION, THAT WILL BE ORDERED TO EACH DIRECT ACCOUNT, AS WELL AS PROMOTION NUMBERS.

AS INFORMATION, THE FIRST PROMOTION WILL BE A 2 CARTON WINSTON .30 OFF A PACK PROMOTION (1 CARTON EACH WINSTON BOX AND WINSTON LIGHT BOX), TO BE SHIPPED TO DIRECT ACCOUNTS ON DECEMBER 29, FOR SHIPPING TO ECKERDS WAREHOUSES ON JANUARY 12 AND SHIPPING TO RETAIL ON JANUARY 19. PRODUCT WILL NEED TO BE ORDERED NO LATER THAN DECEMBER 8. AFTER THE FIRST QUARTER, ALL PROMOTIONS WILL SHIP TO RETAIL THE LAST WEEK OF THE MONTH TO COINCIDE WITH THE SHIP DATES FOR THE LOW-VOLUME ACCOUNT PROGRAM.

WITH THE LEARNING WE HAD FROM THE 1997 PROGRAM, WE EXPECT TO HAVE GREAT IMPROVEMENTS IN THE

SMOOTH EXECUTION OF THESE PROGRAMS AT ALL LEVELS. THANK YOU FOR YOUR HELP AND PLEASE
CONTACT ME IF THERE ARE ANY QUESTIONS REGARDING THESE PROGRAMS (VOICE MAIL 40046 - NEW OFFICE
PHONE NUMBER - 813 - 855-8816)

LINDA

51845 8053